
From: Norris, Susan on Mon, Feb 12, 1996 9:11 AM
Subject: FW: SHAPE CD
To: Suter, Norma

Norma- I think this is a very intriguing idea. However, with the cost of the CD this would have to be a "with carton purchase" if we wanted to make it a retail promotion. It's a little to pricey to do with a 5 pack. Given our specific consumers, a carton promotion is off strategy. One thought would be to offer as a bounce back piece or in a catalogue. I'd be more inclined to offer it to hispanic consumers rather than menthol. We could use the Calle Ocho recording, and offer as a bounce back to one of the mainline extensions. I'd want to do a little research to make sure CD's are the right choice for hispanic consumers. Overall, I'm not terribly hot on the idea. It seems as if it would be more appropriate for mainline YAS.
What do you think?
Sue

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